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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence. Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, **FREE** monthly electronic **Newsletter**, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

Do you have a “see-aheadscope” in your business?

As a business manager or owner it’s so easy to be consumed and distracted by the day-to-day challenges and opportunities of business. In fact, in many businesses management has become “one damn thing after another”.

But, clearly, it’s vital that some of your time be spent determining how your business must evolve to be a profitable market leader in 3 to 5 years. For this you need a “see-aheadscope”...an imaginary instrument that allows you to look into the future to ponder questions like these...

- 1) Who will our **customers** be in 3 to 5 years and what will they demand from us?
- 2) What will our **industry** look like in 3 to 5 years? Will it be a financially and emotionally healthy place to be?
- 3) Who will our **competitors** be? How will they be doing business? Will there be consolidation in our industry or a proliferation of innovative new competitors?
- 4) Where will our products or services be **produced or created** in 3 to 5 years?
- 5) How will what we sell be **sold and delivered**?
- 6) What creativity, efficiency, technology, financial resources and global networks and business structure will be required to be successful?
- 7) What could **replace** us?
- 8) What will a profitable market leader in our industry look like in 5 years? What kinds of things will they be doing? Will we be in the picture?

The best way to thrive in an uncertain future is to create the future. What does your “see-aheadscope” tell you about what you must create to be a profitable market leader in 3 to 5 years?

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com , email us at info@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.